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Kernan Kicks Off “Enjoy Indiana Week”

Free or discounted attraction admissions included in statewide celebration

INDIANAPOLIS — Lt. Governor Joe Kernan kicked off “Enjoy Indiana Week” today as the state joined in the celebration of National Tourism Week.

Enjoy Indiana Week runs May 10-18, 2003. The statewide promotion involves more than 165 Indiana attractions, which will offer free admission or 2-for-1 admission prices from May 15-17. A complete listing of the offers is available at www.EnjoyIndiana.com.

“Tourism is an integral part of our economy, and we’re pleased to be able to show off a number of our outstanding attractions and events throughout the state,” said Lt. Governor Joe Kernan, who leads the state’s tourism promotion efforts as director of the Indiana Department of Commerce.

In addition to the discounted admissions, travelers can also participate in a wide array of special events, outings and lectures hosted by local Convention and Visitors’ Bureaus and other organizations.

National Tourism Week was established in 1983 by a joint resolution of the U.S. Congress. The celebration promotes a wider understanding of the importance of travel and tourism as a major U.S. industry. Travel and tourism account for \$584 billion in annual expenditures in the United States.

The Indiana Department of Commerce’s Office of Tourism and Film Development stimulates visitor spending and economic growth by developing and promoting quality travel experiences in Indiana. The most recent economic impact study shows that the Indiana tourism industry supports more than 113,000 full-time jobs, generates more than \$6.7 billion in visitor spending annually and attracts more than 57 million guests each year.

For details on the discounts associated with Enjoy Indiana Week, please call the individual attractions or visit the Indiana Tourism Web site at www.enjoyindiana.com. Indiana Tourism can also be reached by calling toll free: 877-EnjoyIN.

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